



Public Service Commission of Wisconsin

Burneatta Bridge, Chairperson
Ave M. Bie, Commissioner
Robert M. Garvin, Commissioner

610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854

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PSC Commissioner Ave Bie Announces Resignation

Ave M. Bie, member of the Public Service Commission of Wisconsin, announced today that she is closing another chapter in her long and distinguished public service career. Commissioner Bie intends to resign her post, effective July 23, 2004.

Commissioner Bie has served in a number of capacities in state government for the past 25 years, under five different Wisconsin Governors. Her tenure began with the Dreyfus administration in 1979 where she directed and managed the official events held at the Wisconsin Governor's Mansion, as well as Chief Staff to Joyce Dreyfus. She served as the Director of Policy for House Republicans and Director of Appointments for Governor Thompson before assuming the duties as the Deputy Secretary of the State Department of Regulation and Licensing. She also served as the Deputy Secretary of the Department of Corrections, one of the state's largest agencies, before accepting her appointment to the Public Service Commission.

Commissioner Bie was appointed to the Public Service Commission by Governor Thompson in August 1998 and as the Chairperson in January 1999 at a time of significant challenges and changes in both the energy and telecommunications industries.

Commissioner Bie assumed office at a time of electricity reliability concerns and post-deregulation uncertainty. Under her leadership, the Commission focused on Wisconsin's electric reliability needs through the Arrowhead Weston transmission project and the first phase of We Energies Power the Future project. Both projects provide needed investment in Wisconsin's energy infrastructure. She leaves the Commission set on a much steadier course.

During Commissioner Bie's term, telecommunications competition increased, providing more choices for customers at competitive prices. Under her direction, the Public Service Commission developed and initiated the complex and painstaking system for analyzing SBC Wisconsin's operational support systems to assure wholesale competition, which led to the Commission's recommendation to allow SBC Wisconsin to become a long-distance carrier. Under Commissioner Bie, the Commission also addressed major telecommunications service quality issues for consumers.

Throughout Commissioner Bie's career she established a strong reputation as an able administrator. At the PSC she was able to streamline procedures and cut through the red tape involved in approval processes, moving cases more efficiently. She also issued the first Strategic Energy Assessment in 2000, a departure from the burdensome and bureaucratic Advance Planning Process.

Commissioner Bie is seen as a national leader in telecommunications policy serving as a member of both the Telecommunications Committee and Committee on Consumer Affairs for the National Association of Regulatory Utility Commissioners. In addition, she recently completed a term as President of the Mid-American Regulatory Conference.

Commissioner Bie expressed her gratitude for the opportunity to serve on the Public Service Commission over the past 6 years, commending the staff of the agency and her fellow Commissioners for their work during her term. “We started this journey at a tumultuous time for both the energy and telecommunications industries, we all worked together to better define the playing field and provide reliable services to Wisconsin citizens,” Bie explained. “Although there are still challenges ahead, I leave, having established a solid foundation for Wisconsin to meet those challenges.”